

ORDER



Orders
Order / Rev: 162719
Alt Order #: 6258707
Product Desc: PAUL RYAN FOR CONGRE
Estimate: 842
Flight Dates: 09/26/12 - 10/02/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Crossroads Media
Buying Contact: Noelle Ramsey
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/P Ryan/R/Con/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: LUR
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	21	\$14,185.00	\$12,057.25
10/01/12	10/02/12	10	\$2,440.00	\$2,074.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	21	\$14,185.00	\$12,057.25	0.00
October 2012	10	\$2,440.00	\$2,074.00	0.00
Totals	31	\$16,625.00	\$14,131.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	8%	\$16,625.00
Market	100%	\$207,812.50

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	31%	\$64,421.88
WITI	33%	\$68,578.12
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	28%	\$58,187.50
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	09/28/12	09/28/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	----1--	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/24/12	09/30/12	----1--		1		\$300.00		0.00					
2	WDJT	09/28/12	09/28/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	----1--	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00

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Advertiser: Poli/P Ryan/R/Con/WI
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 Estimate: 842

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--		1			\$100.00			0.00			
N 3	WDJT	09/28/12	09/28/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p	----1--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
58 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--		1			\$150.00			0.00			
N 4	WDJT	09/28/12	09/28/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	----1--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--		1			\$700.00			0.00			
N 5	WDJT	09/28/12	09/28/12	Wheel of Fortune 630p-7p 630p-7p/Wheel		M-F 630p-7p	----1--	:30	1	\$325.00	LUR	0.00	NM	1	\$750.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--		1			\$325.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/24/12-09/30/12		Wheel of Fortune 630p-7p See MG 5.2 [NA w/o 9/24]		M-F 630p-7p	-----F----	:30		(\$325.00)		0.00	NM		
2	WDJT	09/28/12-09/28/12		Wheel of Fortune 630p-7p Ⓜ MG for 5.1 09/28		M-F 630p-7p	-----F----	:30		\$750.00		0.00	NM		
N 6	WDJT	09/28/12	09/28/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p	----1--	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
BLUE BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--		1			\$4,000.00			0.00			
N 7	WDJT	10/01/12	10/01/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	1-----	:30	1	\$375.00	LUR	0.00	NM	1	\$375.00
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----		1			\$375.00			0.00			
8	WDJT	10/01/12	10/01/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	1-----	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----		1			\$100.00			0.00			
9	WDJT	10/01/12	10/01/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p	1-----	:30	1	\$70.00	LUR	0.00	NM	1	\$70.00
58 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----		1			\$70.00			0.00			
N 10	WDJT	10/01/12	10/01/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$350.00	LUR	0.00	NM	1	\$350.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----		1			\$350.00			0.00			
11	WDJT	10/01/12	10/01/12	Wheel of Fortune 630p-7p 630p-7p/Wheel		M-F 630p-7p	1-----	:30	1	\$325.00	LUR	0.00	NM	1	\$325.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----		1			\$325.00			0.00			
12	WDJT	09/29/12	09/29/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	-----1-	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1-		1			\$300.00			0.00			
N 14	WDJT	09/29/12	09/29/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$85.00	LUR	0.00	NM	1	\$85.00

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 Estimate: 842
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
JEOPARDY/WHEEL FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1-					1	\$85.00		0.00			
15	WDJT	09/30/12	09/30/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	-----1	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$300.00		0.00			
N 16	WDJT	09/30/12	09/30/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$3,000.00		0.00			
N 17	WDJT	09/30/12	09/30/12	Face the Nation Sunday Morning/Face	CM	8-10a	-----1	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$500.00		0.00			
18	WDJT	09/27/12	09/27/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	---1---	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---					1	\$300.00		0.00			
20	WDJT	09/27/12	09/27/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	---1---	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---					1	\$100.00		0.00			
N 21	WDJT	09/27/12	09/27/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	---1---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
58 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---					1	\$150.00		0.00			
N 22	WDJT	09/27/12	09/27/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---1---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---					1	\$700.00		0.00			
N 23	WDJT	09/27/12	09/27/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---1---	:30	1	\$325.00	LUR	0.00	NM	1	\$750.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---					1	\$325.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/24/12-09/30/12		Wheel of Fortune 630p-7p		M-F 630p-7p	---Th-----	:30		(\$325.00)		0.00	NM		
		See MG 23.2 [NA w/o 9/24]													
2	WDJT	09/27/12-09/27/12		Wheel of Fortune 630p-7p		M-F 630p-7p	---Th-----	:30		\$750.00		0.00	NM		
		Ⓜ MG for 23.1 09/27													
N 24	WDJT	10/02/12	10/02/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	-1-----	:30	1	\$375.00	LUR	0.00	NM	1	\$375.00
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$375.00		0.00			
25	WDJT	10/02/12	10/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	-1-----	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$100.00		0.00			
26	WDJT	10/02/12	10/02/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p	-1-----	:30	1	\$70.00	LUR	0.00	NM	1	\$70.00
58 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$70.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 27	WDJT	10/02/12	10/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-1-----	:30	1	\$350.00	LUR	0.00	NM	1	\$350.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/01/12	10/07/12	-1-----	1			\$350.00	0.00						
28	WDJT	10/02/12	10/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-1-----	:30	1	\$325.00	LUR	0.00	NM	1	\$325.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/01/12	10/07/12	-1-----	1			\$325.00	0.00						
29	WDJT	09/26/12	09/26/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	--1----	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		09/24/12	09/30/12	--1----	1			\$300.00	0.00						
30	WDJT	09/26/12	09/26/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	--1----	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		09/24/12	09/30/12	--1----	1			\$100.00	0.00						
N 31	WDJT	09/26/12	09/26/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	--1----	:30	1	\$70.00	LUR	0.00	NM	1	\$150.00
58 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		09/24/12	09/30/12	--1----	1			\$70.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	WDJT	09/24/12-09/30/12	CBS58 Nws 5p M-Sa/530p	S 5-530p/530-6p	--W-----	:30		(\$70.00)	0.00	NM					
See MG 31.2 [sold out at LUR kj]															
2	WDJT	09/26/12-09/26/12	M-F 5pm News	5p-530p	--W-----	:30		\$150.00	0.00	NM					
Ⓜ MG for 31.1 09/26															
N 32	WDJT	09/26/12	09/26/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--1----	:30	1	\$200.00	LUR	0.00	NM	1	\$700.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		09/24/12	09/30/12	--1----	1			\$200.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	WDJT	09/24/12-09/30/12	Jeopardy 6p-630p	M-F 6p-630p	--W-----	:30		(\$200.00)	0.00	NM					
See MG 32.2 [sold out at LUR kj]															
2	WDJT	09/24/12-09/30/12	Jeopardy 6p-630p	M-F 6p-630p	--W-----	:30		\$700.00	0.00	NM					
Ⓜ MG for 32.1 09/26															
N 33	WDJT	09/26/12	09/26/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	--1----	:30	1	\$325.00	LUR	0.00	NM	1	\$750.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		09/24/12	09/30/12	--1----	1			\$325.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	WDJT	09/24/12-09/30/12	Wheel of Fortune 630p-7p	M-F 630p-7p	--W-----	:30		(\$325.00)	0.00	NM					
See MG 33.2 [NA w/o 9/24]															
2	WDJT	09/24/12-09/30/12	Wheel of Fortune 630p-7p	M-F 630p-7p	--W-----	:30		\$750.00	0.00	NM					
Ⓜ MG for 33.1 09/26															
Totals														31	\$16,625.00